

New Order

Agency: Crossroads Media LLC
Office: Alexandria
Client: 12 - CrossroadsGPS
Product: 11 - Crossroads GPS
Piggyback Product:
Estimate: 596 - GPS VA FLIGHT B TV 60S
 5.30-6.5.12

Station: WJLA-TV
Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 5/17/2012 5:40:47 PM

Flight Start: 05/30/2012
Flight End: 06/05/2012
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 13.90

Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 2135068
Status: New

Airtime Dollars: \$21,400.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$21,400.00
Total Spots: 5

CPP: \$1,539.57
Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Totals for Entire Flight		
						5/30	5/31	6/1	6/2	6/3	6/4	6/5	Spots	Rtg	CPP	
1	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$3,200.00	C	60	0	1	0	0	0	1	0	2	2.90	\$1,103.45	
LPMay/2011LP (pav)																
2	WThFMTu 11P-11:35P ABC7 NWS AT 11	LN	\$5,000.00	C	60	1	0	1	0	0	0	1	3	2.70	\$1,851.85	
LPMay/2011LP (pav)																
Total Spots:						1	1	1	0	0	1	1	5			
Total GRP/GIMP(000):						2.7	2.9	2.7	0.0	0.0	2.9	2.7	13.9			
Cash\$ - Spots: \$21,400.00 - 5						Trade\$ - Spots: \$0.00 - 0				Total Cost: \$21,400.00		Total CPP/CMP: \$1,539.57				